

LIQUOR INDUSTRY REPRESENTATIVE GUIDE

Issued by
**DEPARTMENT OF REVENUE
LIQUOR DIVISION
6601 CAMPSTOOL ROAD
CHEYENNE, WYOMING 82002-0110
PH: (307) 777-6449
FAX: (307) 777-6255**

**Daniel W. Noble
DIRECTOR**

**Greg Cook
ADMINISTRATOR**



STATE OF WYOMING
Department of Revenue
Liquor Division
Industry Representative Liquor Law Information

12-1-101. Definitions.

- (i) "Alcoholic liquor" means any spirituous or fermented fluid, substance or compound other than malt beverage intended for beverage purposes which contains at least one-half of one percent (.5%) of alcohol by volume. As used in this paragraph, "beverage" does not include liquid filled candies containing less than six and one-quarter percent (6.25%) of alcohol by volume;
- (vi) "Industry representative" means and includes all wholesalers, manufacturers, rectifiers, distillers and breweries dealing in alcoholic liquor or malt beverage, and proscriptions upon their conduct shall include conduct by a subsidiary, affiliate, officer, director, employee, agent, broker or any firm member of such entity;

12-2-203. Manufacturing and rectifying; importing and industry representatives; licensing; fees.

(b) The Wyoming liquor division shall grant a class A industry representative license for alcoholic liquor suppliers to a qualified individual domiciled within this state who submits an application to the division on forms provided by the division accompanied by an annual license fee of not to exceed seven hundred fifty dollars (\$750.00). A class A industry representative shall have a written statement from any vendor whose products the applicant proposes to represent. The class A industry representative shall be published in the division's price catalog with the products from any vendor represented by him and shall be authorized to request that the division list or delist products from the vendor represented by him.

(c) The division shall grant a class B industry representative license for alcohol liquor suppliers to a qualified individual domiciled within this state who submits an application to the division on forms provided by the division accompanied by an annual license fee of not to exceed two hundred fifty dollars (\$250.00). A class B industry representative shall be employed or managed by a class A industry representative. A class B industry representative shall have a written statement from the class A industry representative designating any vendor whose products he is authorized to represent.

(d) The division shall grant a class C temporary special event industry representative license to any individual twenty-one (21) years of age or older who submits an application on a form supplied by the division for a fee of not to exceed fifty dollars (\$50.00) per event.

(e) No class A industry representative shall be employed by a licensee as defined by W.S. 12-1-101 (a) (viii).

INDUSTRY REPRESENTATIVES

12-5-401. Interests in licenses or permits to sell.

No industry representative shall hold any interest, stock or ownership directly or indirectly, in any license to sell products of the industry at retail under privileges of a license or permit to sell any beverage or liquor in

Wyoming or in any premises so licensed. This section shall not apply to any person holding a microbrewery or winery permit pursuant to W.S. 12-4-412.

12-5-402. Furnishing of money and products; payment in full for malt beverages; credit for alcoholic liquor; credit deficiencies.

- (a) Industry representatives shall not furnish, give or lend money or other things of value, directly or indirectly, to any person engaged in selling products of the industry at retail under privileges of a license or permit to sell any beverage or liquor in Wyoming. The prohibition shall extend to the giving to any person for the use, benefit or relief of the person engaged in selling the industry's products and to prohibit guaranty by the industry of a loan or other financial obligation of persons engaged at retail in selling these products.
- (b) No sale or delivery of malt beverages shall be made by a wholesaler to any licensee except for payment in full made at the time of or prior to delivery, and a licensee shall not accept or receive delivery of malt beverages except when payment is made at or prior to delivery.
- (c) The commission may grant credit to retailers when purchasing alcoholic liquor for a period not to exceed four (4) days from date of shipment. Payments by mail for credit shipments shall be postmarked within twenty-four (24) hours of the receipt of the shipment by the retailer. The commission may seize and sell all stocks of liquor of the retailer to satisfy any credit balance. Any deficiency constitutes a lien on any proceeds received through transfer of the license or permit. If a retailer defaults in payment for a shipment under this section, no further shipments shall be made to him for a period of one (1) year except on a C.O.D. basis.

12-5-403. Furnishing of equipment; advertising materials; records to be kept.

- (a) Industry representatives shall not furnish, give, rent, lend or sell at cost or below, either directly or indirectly, any equipment, fixtures or supplies to any person engaged in selling products of the industry under the privileges of a retail liquor license or limited retail liquor license. No person licensed to sell products of the industry shall receive or be the beneficiary of any of the prohibited benefits.
- (b) The following materials when furnished free of charge to the wholesaler or an alcoholic beverage supplies representative, are exempt from subsection (a) of this section and may be furnished, given or loaned to any retail liquor licensee or limited retail liquor licensee:
 - (i) National advertising and promotional materials bearing advertising matter and having no value to the retailer except as advertisements;
 - (ii) Consumer advertising specialties bearing advertising matter;
 - (iii) Retailer's advertising specialties bearing advertising matter; and
 - (iv) Standard brewery or manufacturer's signs.
- (c) Repealed by Laws 1995, ch. 99, §2.

12-5-404. Repealed by Laws 1995, ch. 99, § 2.

12-5-405. Sale of alcoholic liquor.

Industry representatives shall not sell or attempt to sell any alcoholic liquor within Wyoming, except to the commission. Any violation of this section is a misdemeanor.

12-2-204. Out-of-state shipment of manufactured wine; license; fees; restrictions; conditions.

- (a) Notwithstanding any law, rule or regulation to the contrary, any person currently licensed in its state of domicile as an alcoholic liquor or malt beverage manufacturer, importer, wholesaler or retailer who obtains

an out-of-state shipper's license, as provided in this section, may ship no more than a total of eighteen (18) liters of manufactured wine directly to any one (1) household in this state in any twelve (12) month period.

- (b) Notwithstanding any law, rule or regulation to the contrary, any person currently licensed in its state of domicile as an alcoholic liquor or malt beverage manufacturer, importer, wholesaler or retailer who obtains an out-of-state shipper's license, as provided in this section, may ship to any Wyoming retail establishment which holds a liquor license in this state any manufactured wine which is not listed with the liquor division as part of its inventory and distribution operation.
- (c) Before sending any shipment to a household or to a licensed retailer in this state, the out-of-state shipper shall:
 - (i) File an application with the liquor division of the department of revenue;
 - (ii) Pay a license fee of fifty dollars (\$50.00) to the liquor division;
 - (iii) Provide a true copy of its current alcoholic liquor or malt beverage license issued in its state of domicile to the liquor division;
 - (iv) Provide such other information as may be required by the liquor division; and
 - (v) Obtain from the liquor division an out-of-state shipper's license, after the division conducts such investigation as it deems necessary.
- (d) Any out-of-state shippers licensed pursuant to this section shall:
 - (i) Not ship more than a total of eighteen (18) liters of manufactured wine to any one (1) household in this state during any twelve (12) month period. In the event any out-of-state shipper ships more than ninety (90) liters of any particular manufactured wine to any combination of households or licensed retailers in this state, the out-of-state shipper shall offer to sell the manufactured wine to the liquor division at wholesale prices;
 - (ii) Ship manufactured wine only to an individual who is at least twenty-one (21) years of age for such individual's personal use and not for resale. No out-of-state shipper shall ship any malt beverage or spirituous liquor to any person in this state. No out-of-state shipper shall ship any malt beverage or spirituous liquor to any retail establishment which holds a liquor license in this state;
 - (iii) Ensure that all shipping containers of manufactured wine shipped pursuant to this section are conspicuously labeled with the words: "CONTAINS ALCOHOLIC BEVERAGES. ADULT (OVER 21) SIGNATURE REQUIRED FOR DELIVERY";
 - (iv) Ensure that all shipments into this state are made by a duly licensed carrier and further ensure that such carriers comply with the requirement to obtain an adult signature;
 - (iv) Remit a tax of twelve percent (12%) of the retail price for each shipment of manufactured wine to the liquor division. Each out-of-state shipper shall file a monthly report with the liquor division and include a copy of the invoice for each shipment of manufactured wine and remit any tax due. The report shall be filed with the liquor division not later than the tenth of the month following the month in which the shipment was made. Any report filed late with the liquor division shall be subject to a late filing fee of twenty-five dollars (\$25.00);

- (v) Maintain records for at least three (3) years as will permit the liquor division to ascertain the truthfulness of the information filed and permit the division to perform an audit of the licensee's records upon reasonable request; and
 - (vii) Be deemed to have consented to the personal jurisdiction of the liquor division or any other state agency and the courts of this state concerning enforcement of this section and any related laws, rules or regulations.
- (e) The out-of-state shipper shall annually renew its license with the liquor division by paying a renewal fee of fifty dollars (\$50.00), providing a true copy of its current alcoholic liquor or malt beverage license issued in its state of domicile, and further providing other information as may be required.
- (f) Any person who makes, participates in, transports, imports or receives a shipment in violation of this section is guilty of a misdemeanor. Each shipment shall constitute a separate offense. Where the person holds an out-of-state shipper's license, license suspension or revocation may be in addition to or in lieu of the foregoing penalties.

12-8-102. Manufacturing, rectifying or sale without license or permit; penalties.

- (a) Any person who manufactures or rectifies any alcoholic beverage without holding a manufacturer's license or who possesses a still without holding a manufacturer's license is guilty of a misdemeanor punishable by a fine of not more than one thousand dollars (\$1,000.00), imprisonment for not more than one (1) year, or both. Any equipment possessed and used in an illegal manner shall be confiscated by the state and disposed of as directed by the court. Nothing in this subsection shall prohibit any person from manufacturing fermented or malt beverages in limited quantities for his sole personal consumption.
- (b) Any person who sells any alcoholic liquor or malt beverage without holding a license or permit authorizing the sale is guilty of a misdemeanor punishable by a fine of not more than one thousand dollars (\$1,000.00), imprisonment for not more than one (1) year, or both.

Wyoming Liquor Division Methodology (Chapter 20)

Section 8. Representative Licenses and Standards of Business.

- (a) **Representative License.** All distillery, brewery and winery vendors' agents, salesmen, solicitors, brokers, sales consultants, and representatives shall be licensed with the Division in accordance with the provisions of this regulation. No individual shall act as an agent, salesman, broker, sales consultant, or solicitor for any vendor in promoting the sales of a vendor's products in Wyoming unless he has been properly licensed.
- (b) **License Fee.** The fee for a representative's license, as set by statute, shall be payable at the time of application to the Liquor Division, at 6601 Campstool Rd., Cheyenne, Wyoming 82002-0110.
- (c) **Duration of License.** A representative's license shall be a personal privilege, good for one (1) year unless sooner suspended or revoked. All licenses shall expire on June 30 of each year. All applications for renewal of licenses and license fees shall be filed with the Division forty-five (45) days prior to the date of expiration.
- (d) **Verification of Employment.** Application for representative license shall be accompanied by a written statement from the vendor(s) whose products the applicant proposes to represent. The vendor's statement shall verify the applicant's employment or contractual arrangement, and shall contain a request that the applicant be licensed to represent its particular brand or brands in Wyoming.

(e) Privileges of Licensed Representatives. Properly licensed representatives may advertise and promote the sale of vendors' products and shall be permitted to call upon liquor licensees to insure product identification, advance notice of new listings, delistings, product changes, and other pertinent information. Licensed representatives shall not be permitted to place liquor orders from retail licensees with the Division.

(f) Representation. All vendors shall notify the Division, in writing, upon the employment or termination of any representative promoting the sale of its products within Wyoming. A representative may represent more than one company.

(g) Sampling.

(i) Definition: Sampling is defined as displaying to a licensed retailer the smallest quantity available for the buyer to determine the quality of the product offered.

(ii) Sampling Rules:

(A) Provided that all applicable state and federal laws, rules, and regulations pertaining to the shipment of alcoholic beverages into Wyoming are strictly adhered to, samples are not prohibited.

(B) An industry representative may furnish or give a sample of an alcoholic beverage to a licensee, his agents or employees, who have not previously purchased the brand from that industry representative. For each retail establishment, such samples are limited as follows: the industry representative may give not more than 3 gallons of any brand of malt beverage, not more than 500 milliliters of any brand of distilled spirits, and not more than 3 liters of any brand of wine. If a particular product is not available in a size within the quantity limitations of this section, an industry representative may furnish to a retailer the next larger size. If a licensee, their agents or employees have previously purchased a product, an industry representative may not furnish any samples.

(C) The use of samples shall not be abused by the distribution of unopened bottles or cases to the retail licensee in the form of a bonus of free goods or an inducement for future purchases.

(D) The seal on all sample bottles shall be broken at the time of sampling.

(E) Representatives may be permitted to purchase samples from the Division. The Division shall establish limits, policies, and procedures for the individual purchase of sample products.

(h) Advertising, Display and Promotional Materials.

(i) The giving or offering of a bonus, premium, compensation or other thing of value by an industry representative to any licensee, their owners, officers, employees or representatives for their exclusive or personal use is prohibited.

(ii) No advertisement of alcoholic beverages should:

(A) Contain a statement, design, device, or representation which is obscene or indecent.

(B) Contain a statement, design, or device representing that the use of the product has curative or therapeutic effects, if such statement is untrue in any particular, or tends to create a misleading impression.

(C) Contain an offer to a consumer of a prize, premium, or award upon completion of a contest, or otherwise promote any contest among consumers where a purchase is mandatory or conditional.

(D) Contain any statement which is disparaging of a competitor's products, false, or misleading in any material way.

(iii) All advertising, display and promotional materials of vendors shall be sent to representatives directly. This type of material shall not be consigned to the Division.

(i) Private Labels. The use of private or personal labels on any alcoholic beverage container offered for sale or use in Wyoming is not prohibited provided all private and personal labels have received approval from the Bureau of Alcohol, Tobacco and Firearms (BATF). Documentation of BATF approval shall be provided to the Division prior to any alcoholic beverage container with a private or personal label attached being offered for sale or use in Wyoming.

(j) Special Orders. Orders for merchandise not carried in inventory by the Division are permitted by written request from the retailer.

(k) General Business Practices. The division shall maintain written policies and procedures necessary to conduct the day to day business of a wholesale operation. Parties affected by a policy may receive a copy by submitting a written request to the division.

(l) Minimum Purchase Requirement. §12-4-103(c) requires a minimum purchase requirement within the prior one year term to be eligible for renewal. For any retail license which may have less than a one year prior term, the minimum requirement shall be prorated to match the actual prior term of the retail license being renewed.

(m) Application Reviews. Pursuant to §12-4-104(d), applications filed with the local licensing authority shall be forwarded by the local licensing authority to the division and the division shall review each such application and certify the same as complete when appropriate. The local licensing authority shall be responsible for ensuring the application contains correct information.

(n) Sales Tax and Liquor Licenses. To administer the requirement set forth in §12-2-306, the person stated on the liquor license or permit shall be the same person stated on the sales tax license unless a special circumstance exception has been applied for in writing to the Division by the liquor licensee or permittee and approved by the Director.

SPECIAL ORDER PROGRAM FOR LICENSEES

(Special orders can now be placed through <http://eliquor.state.wy.us>)

The Liquor Division carries a wide variety of distilled spirits and wines; however, we cannot physically stock all brands and sizes available in the U.S.

If you receive a request for a product that is not listed in our current Wholesale Price List, you may wish to use our **Special Order Program**.

Special order product must be ordered in full case quantities. Accurate product descriptions are necessary and it is helpful to submit advertisements or labels with your special order, if possible. When specifying a vintage on your special order, you must specify **only** if you will not accept a different vintage. Vendors may substitute vintages not specified as **only** and you will be obligated to accept them.

If you wish to special order, please submit your request in writing to our office. Your request must be signed by the licensee or authorized agent of the licensee. If you have any questions please contact us at (307) 777-7978.

Special order handling charges are computed as follows:

\$2.00 per case for 20 cases or less, \$40.00 maximum per purchase order regardless of number of cases if ordered from any one vendor and received in same shipment.

California, New Jersey, and Pacific Northwest pool shipments are accumulated continually. Special orders are processed continually and shipped when sufficient cases have accumulated, at least once monthly.

When the special order is received in our warehouse, usually 4 to 6 weeks later, we will add it to your next scheduled delivery.

The Liquor Division strives to obtain any special order product a licensee wants. However, there will occasionally be products that are not available for various reasons such as, no U.S. supplier, product is allocated, supplier will not ship to Wyoming, product is discontinued, test market only, etc. You will be contacted about which products are not available.

There are no refunds or returns on any special order product unless the product is deemed unsellable by the Liquor Division.

HOW DO MANUFACTURERS GET PRODUCTS LISTED?

Wyoming is a control state for alcohol beverages and the Liquor Division is the exclusive wholesaler of distilled spirits and wines. Malt beverages are distributed by private malt beverage wholesalers. Manufacturers of distilled spirits and wines need to have an import broker in the United States who sells product directly to the Liquor Division. Liquor sales to the division are promoted through licensed industry representatives domiciled in Wyoming who represent manufacturers. The Liquor Division does not suggest or recommend any particular industry representative; however, a listing of the Industry Representatives currently licensed in Wyoming is attached for review. Manufacturers are welcome to contact any currently licensed industry representative to pursue opportunities to present their products for listing consideration with the state.

Manufacturers with any other questions are encouraged to contact the Liquor Division.

NEW PRODUCT LISTING FOR PRODUCTS THAT "JUST CAN'T WAIT"

POLICY: The Liquor Division is pleased to offer industry representatives a mechanism to use in submitting new products for listing without having to wait until the next regularly scheduled presentation time. This is a quicker way for new or fast breaking products to be available to Wyoming consumers in between the May and November regular listings.

PROCEDURE:

1. Industry representatives may submit a "Just Can't Wait" packet for new items that are unique, make up a new product category, are newly formulated or fast breaking.
2. "Just Can't Wait" packets must include the following forms: [Wyoming Licensee Interest Form](#), [New Listing Request Profile](#), and a [Standard Quotation and Specification Form](#). All three (3) forms are required for each product requested to be listed as a "Just Can't Wait."
3. Completed forms are to be submitted to the Liquor Division Purchasing Manager.
4. The industry representative will be notified within five (5) working days whether or not the product(s) included in the "Just Can't Wait" packet will be listed.
5. Any product rejected may be presented again at the next regular listing meeting.
6. Once a product is accepted for listing, it is the industry representative's responsibility to notify the retailers of the item's status as a new listing, control state code number, and case cost.
7. If depletion allowances are offered, products will appear on the next available sale sheet, based on the required sixty (60) day required notice for the depletion allowance and item availability.
8. "Just Can't Wait" items will be published in the next Wholesale Price List as new items.

PROMOTION ACTIVITY

RETAIL SALES	
<i>State Stores</i>	NO - ALL RETAIL OUTLETS ARE PRIVATE SECTOR BUSINESSES
<i>Merchandising materials permitted for use in off-premise retail outlets</i>	FLOOR DISPLAYS DISPLAY RACKS MOTION DISPLAYS AUDIO DISPLAYS SHELF TALKERS BOTTLE NECKERS COLD BOX STICKERS POSTERS/BANNERS WINDOW SIGNS CO-PACKS (w/alcohol) CO-PACKS (w/non-alcohol)
<i>Special restrictions on in-store merchandising</i>	CONSISTENT WITH BATF REGULATIONS
<i>Price promotions permitted in off-premise establishments</i>	IN-STORE COUPONS PREMIUM OFFERS MAIL-IN REFUNDS SWEEPSTAKES PROGRAMS
<i>Restrictions on price promotions</i>	NONE
<i>Hours of operation for off-premise retail outlets and restrictions</i>	SEVEN DAYS A WEEK - 6:00 AM TO 2:00 AM FOLLOW DAY SUBJECT TO LOCAL LICENSING AUTHORITY APPROVAL
<i>Hours of operation for on-premise retail outlets and restrictions</i>	SEVEN DAYS A WEEK - 6:00 AM TO 2:00 AM FOLLOW DAY SUBJECT TO LOCAL LICENSING AUTHORITY APPROVAL - LIMITED (CLUB) LICENSE MAY BE EXEMPT FROM HOURS OF OPERATION PURSUANT TO APPROVAL OF LOCAL LICENSING AUTHORITY
<i>Type of outlet for off-Premise sales of distilled spirits for consumption</i>	PRIVATE LICENSED RETAIL STORES
<i>Type of outlet for sales of table wine, fortified wine and beer</i>	PRIVATE LICENSED RETAIL STORES
<i>Product tastings permitted in off-premise establishments</i>	YES - NO RESTRICTIONS
<i>Product tastings permitted in on-premise establishments</i>	YES - NO RESTRICTIONS
<i>Advertising restrictions</i>	CANNOT BE FOR THE BENEFIT OF A SPECIFIC RETAILER

DISPLAYS AND CO-OP ADVERTISING WITH RETAILER			
Merchandise as Part of Display	Merchandise Retained by Retailer	Sharing of Cost for Ads in Newspapers	Sharing Cost of Producing Brand Identified Merchandise
Permissible	Permissible, must be furnished free of charge to Wholesaler alcohol beverage representative.	Not Permissible See W.S. 12-5-403	Not Permissible See W.S. 12-5-403

BRAND IDENTIFIED ADVERTISING ITEMS TO RETAILER				
Neon Signs	Mirrors	Banners	Coasters	Glassware
Permissible	Permissible	Permissible	Permissible	Not Permissible

ADVERTISING MATERIALS & SPECIALTIES				PROMOTION NIGHTS & MATERIALS	
Bar Towels, Tip Trays, Matches, Openers	Paper P.O.S. Materials	Wearable's to Retailer Personnel	Key Rings, Carry Bags, T-Shirts, Hats to Consumers	Promo Night Party Kits (balloons, paper decorations, posters)	Theme Nights Organized by Supplier, Operated by Retailers
Not Permissible	Permissible	Not Permissible	Permissible	Permissible	Permissible

CONSUMER OFFERS				
On-Premise Merchandise Raffle Conditioned on Product Purchases	Advertising of Sweepstakes at POS and Via Print Advertising	Mail-in Rebates	Free or Discounted Branded Merchandise with Proof of Purchase of Product	Bottle Neckers for Sweepstakes, Rebates on Merchandise Offers
Not Permissible	Permissible, provided proof of purchase is not required.	Permissible	Permissible	Permissible, provided no proof of purchase is required for sweepstakes.

CONSUMER OFFERS	SALES INCENTIVES BY MANUFACTURER	
Direct Mail Solicitation of Consumers including Cents off and Mail-in Rebate Coupons	To Wholesalers and/or Wholesaler Personnel with knowledge of Wholesale Principal	To Retailers and/or Retailer Personnel with knowledge of Retail Principal
Permissible	Permissible	Not Permissible

SERVICES TO RETAILER				NON-ALCOHOL PRODUCTS
Dispensing Components for Draught Product	Cleaning and Maintenance of Draught Equipment	Rotation of Stock on Shelves and in Cold Boxes	Merchandising Services - Bldg. of Display	Do any of the Foregoing Restrictions Apply to Non-Alcohol Beverages: Alcohol content less than 0.5% by Volume?
Permissible, tapping accessories such as standards, faucets, rods, vents, taps, tap standards, hoses, washers, couplings, gas gauges, vent tongues, shanks and check valves may be sold to retailer and installed in the retailer's establishment, if the tapping accessories are sold at a price not less than the price to the industry member who initially purchased them, CO2 gas and ice may be sold to retailer.	Permissible, coil cleaning service may be furnished, given or sold to a retailer of wine or malt beverages.	Permissible, for wholesalers brands only	Permissible	No

- Shipments of product samples directly to the licensed industry representative or licensed retailer are illegal and expressly prohibited.
- All samples are subject to approval by the Wyoming Liquor Division. A (3) working day advance notice shall be provided to WLD for all samples. Requests for samples withdrawn from WLD INVENTORY shall be placed using your industry representative ELIQUOR 2.0 Online Ordering account. All applicable charges for PREPAID samples or samples withdrawn from WLD INVENTORY will be invoiced to the licensed industry representative. **Payment in full is due by the 20th of the following month.** Be aware, if invoice is past due, the licensed industry representative account will be put on a “Check with Order” status. Samples may be shipped to a retailer designated by the industry representative with the retailer's regular order, provided the rep has obtained prior approval from the retailer. Samples not included with a retailer's order may incur a minimum delivery charge.
- PREPAID samples shipped to WLD must include a packing slip. The packing slip must include the industry representative name, the vendor of record name, and itemized details of product shipped. Do not ship samples of distilled spirits and wine together in the same box, only one metric size allowed per box.
- Distilled spirits and wines intended for sampling purposes shall be shipped in the smallest available size. If a particular product is not available in a size within the quantity limitations of this section, an industry representative may furnish the next largest size to a retailer. The product shall be shipped to the Liquor Division as a prepaid sample, or withdrawn from WLD inventory if the product is listed.
- The industry representative shall advise the Wyoming Liquor Division in advance, of the intended use of the sample, the type of event, location of event and who to invoice.
- Sample product may not be used as a direct gift or as a product discount based upon licensee's current or future purchases.
- The following charges will be assessed for PREPAID product:

Detailed packing slip is required from vendor.

- A. Incoming freight if applicable
- B. State Excise Tax
- C. Handling charge of \$5.00 per case
- D. Outgoing freight \$4.50 per case

- The following charges will be assessed for product withdrawn from WLD INVENTORY:
 - A. F.O.B. case cost
 - B. Incoming freight
 - C. 17.6 % markup (rounded up to full penny)
 - D. State Excise Tax
 - E. Split case charge if applicable
 - F. State and Laramie County Sales Tax
 - G. Outgoing freight \$4.50 per case

In addition to the general guidelines listed above for samples, the following also applies:

1. SAMPLING SPIRITS AND WINES TO LICENSED RETAILERS:

Manufacturers, through their Wyoming industry representatives, are authorized to furnish samples to licensed retailers. Samples may be provided only to retailers who have not previously purchased the brand of distilled spirits or wine being offered by the industry representative.

Restrictions on quantity of samples furnished to any retailer at any one time include:

- No more than 500 ml of any brand of distilled spirits,
- No more than 1.5 liter of any brand and label of wine. Total wine furnished cannot exceed more than 3 liters.
- No representative (regardless of the number of vendors represented) shall withdraw spirits and/or wines in quantities greater than the following:
 - A. Thirty-six (36) nine (9) liter cases in any given calendar year.
 - B. One (1) case of the same label of the same brand in any given month.
- Sample product shall have the seal broken at the time of presentation to the licensee or their designated management employee.

2. DONATIONS OF SPIRIT AND WINE PRODUCTS TO NON-PROFIT ORGANIZATIONS FOR CHARITABLE EVENTS OR FUND RAISING PROJECTS:

Manufacturers, through their Wyoming industry representatives, may provide gifts of product to causes and events deemed worthy by the industry. The following stipulations shall be met:

- The manufacturer shall designate a temporary licensed industry representative if their product line is not currently represented by a Wyoming industry representative.
- A permanent record of the event dates, locations, quantity of product by label and brand used is to be maintained by the licensed industry representative. Such records will be provided to the Wyoming Liquor Division within twenty (20) working days upon receipt of such request.
- Quantity of donated product to non-profit organizations and/or charitable events shall be excluded from the numerical limitations set forth in the sampling policy to licensed retailers.

3. VENDOR REPRESENTATIVES FURNISHING ALCOHOLIC BEVERAGES TO TRADE SHOWS, CONVENTIONS, CONSUMER TASTINGS, ON-PREMISE LICENSEE EMPLOYEE TRAINING PURPOSES:

Manufacturers, through their Wyoming industry representatives, may furnish alcoholic beverages to trade shows, conventions, consumer tastings.

- No more than two (2) cases of the same label and brand may be withdrawn for any given event.
- A permanent record of the event dates, locations, quantity of product by label and brand used is to be maintained by the industry representative. Such records will be provided to the Wyoming Liquor Division with twenty (20) working days upon receipt of such request.
- Quantity of product used for above listed events shall be excluded from the numerical limitations set forth in the sampling policy.

50 ml spirits or 187 ml wines used for "neckers" will be excluded from numerical limitation.

**SALESMAN SAMPLES FROM STOCK REQUEST
MUST HAVE THREE (3) WORKING DAYS PRIOR NOTICE**

PLEASE PUT ONLY ONE VENDER/SUPPLIER PER FORM

FAX TO: (307) 777-6255

DATE:	
SALES REP NAME & NUMBER: «Applicant» «Rep_Code»	
VENDOR NAME:	
SHIP TO:	(RETAILER NAME & #)
SHIP TO:	(WILL CALL DATE & TIME)
DATE YOU NEED REQUEST BY:	
REASON FOR REQUEST:*	

***REASON FOR REQUEST EXAMPLES:**

1. LICENSED RETAILER SAMPLING
2. DONATIONS TO NON-PROFIT ORGANIZATION FOR CHARITABLE EVENTS OR FUND RAISING
(INCLUDE LOCATION & DATE OF EVENT, BE SPECIFIC)
3. TRADE SHOWS, CONVENTIONS, & CONSUMER TASTING
(INCLUDE LOCATION & DATE OF EVENT, BE SPECIFIC)

REPRESENTATIVE SIGNATURE _____

PRODUCT #	DESCRIPTION	SIZE	CASE	BOT.

***FAILURE TO COMPLETE THIS FORM COULD RESULT IN A DELAY OF PROCESSING-YOUR REQUEST IN A TIMELY MANNER.**